

Three Rivers Community College  
Course Syllabus  
**Introduction to Business**

**Spring Semester 2010**

Professor: Larry A. Flick

**Office Hours:** e-mail, chat, or phone

**Course Web Site** <http://my.commnet.edu>

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**Course Description:**

As a cornerstone for all other business courses, this course places business in perspective. It surveys business topics in a contemporary manner and offers students a good foundation in how business operates in our capitalistic society today. The course provides a conceptual understanding of general business management, human resources, marketing, finance and controls.

**Course Objectives:**

- To examine how business institutions operate in our modern, political, social and economic environment.
- To provide a general background in the elements and characteristics of business enterprise.
- To provide an atmosphere in which you can relate personal business experience and philosophies.
- To clarify the many aspects of business functions such as ethics, management, organizations, personnel, marketing, finance.
- To broaden your understanding of the American free enterprise system.
- To expand and enrich your **business vocabulary**.
- To create an awareness of the varied career opportunities in business and aid in selecting a vocation or enhance the vocation already selected.
- To review the methods and procedures used by people in business to arrive at effective decisions.
- To assist in your personal development by practicing critical thinking and communications skills.

**Required Text:**

**"Foundations of Business"**, by Pride, Hughes, & Kapoor, Published by Houghton Mifflin / Cengage Learning (2009). ISBN 13: 978-0-547-03129-3

**Grading:**

There will be four **exams** during the course. No make-up's will be given. You are required to take all 4 exams. The exams will cover the text and supplemental materials introduced.

There will be three, one page, **written reports** on subjects assigned.

<b>Grading summary:</b>		
<b>Exams</b> <ul style="list-style-type: none"><li>• 4 Exams @ 12.5% each (no make-up's)</li></ul>	=	<b>40%</b>
<b>Written Reports</b> (3 papers) <ul style="list-style-type: none"><li>• Each one page written report is worth 10%</li></ul>	=	<b>30%</b>
<b>Classroom Participation:</b> <ul style="list-style-type: none"><li>• Voluntary Questions</li><li>• Card System</li><li>• Presentations (group &amp; individual)</li></ul>	=	<b>30%</b>

**Honor Code:**

During this course all assignments (quizzes, written reports, & exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative efforts. Students must agree to write their own papers and take the exams according to the rules set fourth.

**Withdrawal Policy:**

A student who finds it necessary to discontinue a course must complete a "Withdrawal Request Form" in the Registrar's office. Students may withdraw from class without the instructor's signature through the tenth week of class. The signature of a faculty member or advisor is required from the beginning of the eleventh week until the end of the thirteenth week. Students who do not withdraw, but stop attending will be assigned an "F" signifying a failing grade. Eligibility for a refund of tuition is based upon the date of withdrawal when received by the Registrar. Verbal withdrawals cannot be accepted.

**Disabilities Statement:**

If you have a hidden or visible disability which requires classroom or test-taking modifications, please see me as soon as possible. If you have not already done so, please be sure to register with John Perch, Disabled Student Counselor.

## Introduction to Business Spring Semester 2010 On-ground Class Schedule

Week	Class Dates:	Assignments:	Chapters / Exams, Papers, etc.
1	1/21	Introduction	Syllabus, Class Schedule, Web Site, Expectations, etc
2	1/26	Ch 1	Exploring the World of Business & Economics
	1/28	Ch 2	Being Ethical and Socially Responsible
3	2/2		☀ Group Presentations on Chapters 1 & 2
	2/4	<b>No Class</b>	<b>Professional Day for Faculty</b>
4	2/9	Ch 3	Exploring Global Business
	2/11	Ch 4	Understanding Information & eBusiness
5	2/16		☀ Group Presentations on Chapters 3 & 4
	2/18	<b>Ch 1 - 4</b>	<b>1st Exam</b>
6	2/23	Ch 5	Choosing a Form of Business Ownership
	2/25	Ch 6	Small Business, Entrepreneurship, and Franchises
7	3/2		☀ Group Presentations on Chapters 5 & 6
	3/4	Ch 7	Understanding the Management Process
8	3/9	No Classes	<b>Spring Break</b>
	3/11	No Classes	<b>Spring Break</b>
9	3/16	Ch 8	Creating a Flexible Organization
	3/18		☀ Group Presentations on Chapters 7 & 8
10	3/23	<b>1st Paper</b>	<b>Ethics and the Management Process (due in class 3/23)</b> ☀ Present your papers
	3/25	<b>Ch 5 - 8</b>	<b>2nd Exam</b>
11	3/30		<b>Rain-out Class Cancelled</b>
	4/1	Ch 9	Producing Quality Goods & Services
12	4/6	Ch 10	Attracting and Retaining the Best Employees

	4/8	Ch 11	Motivating and Satisfying Employees & Teams
13	4/13	Ch 12	Building Customer Relations Through Effective Marketing
	4/15		<b>Class Cancelled - Prof. taking a personal day</b>
14	4/20	<b>2nd Paper</b>	<b>Motivation - What is it and how do you create it? (due in class 4/20)</b> ⊗ Present your papers
	4/22	<b>Ch 9 - 12</b>	<b>3rd Exam</b>
15	4/27	Ch 13	Creating & Pricing Products that Satisfy Customers
	4/29	Ch 14	Distributing & Promoting Products
16	5/4		⊗ Group Presentations on Chapters 13 & 14
	5/6	<b>3rd Paper</b>	<b>Marketing - How do you bring a product to market? (due in class 5/6)</b>
		Ch 15 Ch 16	Using Accounting Information Mastering Financial Management
17	5/11	<b>Ch 13 - 16</b>	<b>4th Exam</b>
	5/13		Return 4th Exam and allow time to do challenges